

INFORMATION EXCHANGE

April 2006

Resources for Workforce Development Programs

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May We Toot



Our Own Horn?

If your training program isn't hitting all the right notes the Employment Training Network (ETN) can help get you back in tune quickly!

The ETN provides a variety of services to agencies receiving Workforce Investment Act (WIA) funding. Our on-call consultants will visit your office and provide expertise which will help set a perfect tone to your program.

The ETN can also assist with travel expenses if you are interested in visiting programs similar to yours to see how they perform.

We have a library containing a wide variety of resources available for loan. You'll find our topics are right on key!

Sound too good to be true? Call (916) 654-8896 and we will be happy to bring harmony to your program!



ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS

Capacity Building Unit Staff Development Training

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Workforce Investment Division provides staff development training and technical assistance to the workforce community at no cost to the requesting agency. The CBU curriculum is focused on the Workforce Investment Act (WIA). Courses are listed in the CBU Catalogue located at: www.edd.ca.gov/wiarep/wiacat.htm. Please consult the Training Calendar at www.edd.ca.gov/wiarep/wiacal.htm for the most current schedule. Highlighted below are three classes currently being offered by the CBU.

Making Common Sense of the Common Measures

Let Don MacMillan and Rick Record take the confusion out of the new Common Measures. Both trainers have extensive knowledge and are eager to share it with you through this new workshop.

The workshop is designed for all workforce development practitioners who need a basic understanding of the Common Measures and how they will affect both the Adult and Youth programs. This workshop starts with a brief history on the measures, followed by an explanation of each new Common Measure. Keeping in mind that these new measures do not replace the current performance standard measures, we will explain the difference between participant reporting versus participant accountability. After grasping the meaning of these new concepts, there will be time to discuss the possible need for program design changes to meet these new measures.

For more information please review the course curriculum listed in the CBU Catalogue, or contact either Don MacMillan at (916) 654-8308 dmacmill@edd.ca.gov or Rick Record at (916) 653- 5355 hrecord@edd.ca.gov. If you are interested in hosting this workshop please contact either Don or Rick.

The Silver Toolbox Retooled

This workshop will examine the many factors older workers face on a daily basis while searching for a job. Awareness is the key to success for all involved in the workforce community. We will discover how to overcome the obstacles of being a job seeker in a youth oriented environment.

The morning session will define who an older worker is and the stereotypes they face during a job search. We will

discuss how you as a case manager or job developer can greater assist your client over the age of 40.

The afternoon session will consist of creating a toolbox you can immediately use to assist your client in getting the job they seek. We will also discuss the benefits for the employer and how to create an alternative to better accommodate both the employer and employee.

For more information, call Sharon McFarland at (916) 654-9213 or email at smcfarla@edd.ca.gov.

Quick Fixes for Frontline Staff

This one-day course is intended for career development and workforce investment professionals who work with WIA participants, including case managers, intake and assessment, reception, workshop leaders, job developers, and employment specialists.

Are you wondering how you will accomplish everything required of you on the job? Do you have multiple rush priorities, all due at the same time? How about that co-worker who challenges your sanity on a daily basis, or the client who is perpetually angry? If you answer yes to any of these questions, then you need a quick fix. This workshop will provide a day full of ideas to help you meet the daily challenges and generate positive energy to achieve your workplace goals.

Workshop topics include: organizing your time; reinvigorating yourself; managing transition; dealing with angry people; and resolving conflict.

For more information, call Michelle Haakenson at (916) 654-9815 or email at mhaakens@edd.ca.gov.

CBU On-line Training Gets Fresh Look

On-line training at the Capacity Building Unit's (CBU) web page has recently taken on a fresh new look. The Workforce Investment Act (WIA) performance module, entitled "Measure Up!", has been enhanced and is now more user friendly than ever.

If you are interested in learning at your own pace by accessing the Internet from your own computer, visit www.edd.cahwnet.gov/wiarep/wiacb.htm. Contact Michelle Haakenson at mhaakens@edd.ca.gov or (916) 654-9815 for more information.

CWA Spring Conference-One Hundred Pairs of Eyes: Beyond the Obvious

Ever go to a conference and it's just the same old thing? Every workshop is similar...there's only one point of view? We have, and it really doesn't work for us! So we have designed the California Workforce Association (CWA) Spring Conference this year to give you lots of perspectives.

Our keynotes include: Phyllis Eisen from the National Association of Manufacturers (NAM), a leader from one of the most respected trade organizations in the country; a panel of some of the most respected workforce thinkers from around the country in a provocative debate about what they see going on in Washington D.C. and around the country; Rohit Talwar bringing the global economy home to us from his recent travels to India and China; and Silver Rose, who coaches people and organizations to focus their energies on what they want to accomplish.

Our workshops will teach you how to: work with industry sectors in productive ways; write proposals that have a better chance of getting funded; design more effective business services and get paid for them; design programs to meet common measures and new reporting requirements; increase the retention of people you help get jobs and much more!

Please join us April 12-14, 2006 in San Diego. For registration information, please visit www.calworkforce.org.

Mark Your Calendars

California Workforce Association (CWA) Spring Conference - One Hundred Pairs of Eyes - Beyond the Obvious

April 12-14, 2006 - San Diego, CA
www.calworkforce.org

U.S. Department of Labor (USDOL) and American Society for Training and Development (ASTD) - Workforce Innovations 2006 - Regional Strategies...Global Results

July 11-13, 2006 - Anaheim, CA
www.WorkforceInnovations.org/registration.cfm

Larry Robbin and Associates - CWA Spring Conference - How to Make Case Management Serve the Business Customer Too
April 12-14, 2006 - San Diego, CA
www.calworkforce.org

Free On-line Training - Enhancing WIA Performance Outcomes

This on-line tutorial is a Macromedia presentation that uses a Power-Point-like presentation with narration to guide you, the workforce development professional, through valuable on-line training.

The course is interactive, contains quizzes, and can be downloaded for use at any time, at any pace. The content includes two separate courses: One on Enhancing Performance Outcomes for Adults and Dislocated Workers, and the other on Enhancing Performance Outcomes for Older and Younger Youth. The tutorial is a must for new hires, and provides valuable, often unrecognized insights even for experienced staff.

To access this and other free on-line training and resources please visit the *Workforce Tools of the Trade* website link at www.workforcetools.org/free_online_courses.asp.

Job-Related Activity Units for Loan

The Employment Training Network's lending library now offers Reproducible Activity Units by C.W. Publications on topics such as career counseling, job search, and job retention. Each reproducible activity unit contains black on white master copies you can reproduce for use in your classroom. Each unit is packed with activities that let your students discover the world of work as they utilize their skills in reading and math, reasoning, writing, and cooperative learning. Although the units are directed toward high school students, the activities can be adapted and used for participants preparing for the workforce as well.

For example, the activities in *Jobs, Jobs, Jobs* will help your students or participants explore the wide variety of jobs available in various fields and the skills needed to get those jobs. Plus activities such as *What's Hot—What's Not* will help them understand the changing job market. *Succeed At Your Job* provides activities that will teach students the ABCs of succeeding at work—from surviving those first days at a new job to dealing successfully with customers and finally making it to the top.

Other titles include *Resumes, Applications and Interviews*, *Succeed With Your Coworkers*, *Succeed With Your Boss*, and *Success at Work*. Please visit the Check It Out! section on Page 6 for a complete listing of all of the reproducible activity units and the newest additions to the Employment Training Network lending library.

Awards

NoRTEC Workforce Investment Board Business Services Honored as Grand Winner of Workforce Partnership Award

The Northern Rural Training and Employment Consortium (NoRTEC) Workforce Investment Board Business Services was recently honored as the Grand Winner of the Theodore E. Small Workforce Partnership Award by the National Association of Workforce Boards (NAWB) in Washington, D.C. The award represents the highest recognition of workforce investment boards around the nation that advance innovative partnerships with their business communities.

This nine-county WIB has maintained and grown its services in spite of a 40% reduction in WIA funding over the last five years. Executive Director, Charles Brown credits this progress to a “demand-driven renaissance” led by his Workforce Investment Board and WIB Chair Judi Madden. Over a brief period of five years, the One-Stop Career Centers and a savvy staff became committed to *Business is our Primary Focus!* and built a collection of services that are unrivaled in the area. Not only is the business community happy with the results, but they insist on paying for the services they receive, which has led to a successful fee-for-service strategy.

Like many WIBs, NoRTEC was little known in the general business community and/or lacked credibility concerning business services. In what Mr. Brown calls a slow start, the offices first began to offer workshops and seminars on small-business topics such as: Hiring and Firing-Do's and Don'ts, Tax Updates, Managing Conflict, E-commerce, Customer Service, Small Business Marketing, and Performance Appraisals. The response was overwhelming.

With their newly-attained credibility—driven by WIB interest and the support of business—a series of new services began to emerge. One-Stop offices began supplying consultants for business start-up assistance, expansion, revitalization and closure, with a particular niche in human resources assistance, since few of their small businesses had HR expertise in-house.

The Consortium also has used innovative schemes that both help business and get attention. Their annual Expect the Best Campaign brought region-wide attention to customer service. This WIB-sponsored publicity event, a customer service contest complete with “secret shoppers”, awards, and events, highlighted businesses that were customer-focused. Businesses were happy, customers were delighted, and the WIB got several weeks of high visibility through the newspapers.

Mr. Brown and the WIB have been aggressive in demonstrating the WIB's value to business. By comparing the costs of services to businesses had those services not been delivered by the WIB, they demonstrate how much businesses are saving. To date, they have saved area business more than \$64 million!

In the end, the Consortium's true measure of success is its ability to find jobs for the unemployed (2,000 placed annually)—and, it does so because it is successfully keeping business strong.

For more information, please contact Charles Brown, Executive Director at (530) 872-9600.

*Source: National Association of Workforce Boards Press Release dated March 1, 2006; Workforce Boards in Action E-Newsletter March 2006-
www.nawb.org/newsletters/1stqtr2006.pdf*

CWIB Announces Incentive Awards

The California Workforce Investment Board is pleased to announce the Workforce Investment Act (WIA) Regional Coordination and Local Collaboration Incentive Award for program years 2004-6. These awards recognize and reward local Workforce Investment Board efforts over and above the required WIA activities in support of California's One-Stop Career Center system.

The following are the WIA Regional Cooperation Award recipients: North Valley Workforce Investment Board (NOVA); Sacramento Employment and Training Agency (SETA); Tulare County Workforce Investment Board, Inc.; Orange County Workforce Investment Board; and Workforce Investment Board of Solano County for North Bay Employment Connection (NBEC).

The following are the WIA Local Coordination Award recipients: South Bay Workforce Investment Board; Mother Lode Workforce Investment Board; Fresno County Workforce Investment Board; San Diego Workforce Partnership, Inc.; and Kern, Inyo, Mono Workforce Investment Board.

For additional information please visit www.calwia.org or contact Ray York at (916) 324-3369 or e-mail ryork@cwib.ca.gov.

Congratulations to all of the recipients!

On-line Resources

Guideposts for Success Available for Download

Now found on the National Collaborative on Workforce and Disability for Youth (NCWD/Youth) website is the collaborative brochure on *The Guideposts for Success*.

The *Guideposts* are based on an extensive literature review of research, demonstration projects, and effective practices covering a wide range of programs and services — including lessons from youth development, quality education, and workforce development programs.

You may download *The Guideposts for Success* at www.ncwd-youth.info/index.html.

InDemand Magazine for Career Exploration

Check out *InDemand*—connecting today's students with the careers of tomorrow!

Each issue will explore careers in a different high-growth industry. It will provide students as well as guidance counselors, parents and teachers with interesting and relevant information about career opportunities, education and the skills needed for various jobs. It offers resources to explore careers and tips about how to help students build successful futures. There are opportunities for young people with all kinds of interests from art to math, from sports to science, and from design occupations to the trades.

Please visit www.careervoyages.gov/indemandmagazine-main.cfm to download this publication.

Brochures on Resources for People with Disabilities

The California Governor's Committee on Employment of People with Disabilities and the Employment Development Department is partnering with the California Health Incentives Improvement Project (CHIIP) to provide brochures relating to work incentive programs and services that are available for job seekers and workers with disabilities in the Workforce Development Community.

The publication order form and brochures can be downloaded from the CHIIP website at www.chiip.org/publications.html.

DOL Introduces Website to Assist with ETA Electronic Tools

The U.S. Department of Labor recently introduced the CareerOneStop Staff Coach website - an innovative on-line tool that helps One-Stop and other workforce development professionals use ETA-sponsored electronic tools, (including career information, Service Locator, O'Net, and Career Voyages) to better serve their business and jobseeker communities.

Workforce development professionals may use the CareerOneStop Staff Coach learning tool at the convenience of their desk. They may choose to learn about resources such as: Career Voyages, CareerOneStop websites, and Workforce Tools of the Trade. Or they may choose customer specific scenarios geared towards: small business, dislocated workers, veterans transitioning to civilian jobs, youth, demand occupations, job or career advancement, and several other scenarios.

The CareerOneStop Staff Coach website is located at <http://staff-coach.org>.

2006 WIA Planning Information Packets Now Available

The Labor Market Information Division (LMID) annually produces and distributes Planning Information Packets as an aid for planning and delivering services under the Workforce Investment Act. The packets contain relevant socioeconomic data, including data relating to public assistance, poverty guidelines, and demographic profiles. This year's Planning Information Packets contain data on: Public Assistance Recipients; Planning Information for Local Workforce Investment Areas; and Lower Living Standard Income Levels. Typical recipients of this report:

- Local Workforce Investment Boards
- Workforce Investment Community
- EDD Division Chiefs and Field Office Managers
- LMID Labor Market Consultants
- CalWORKs Program Specialists

These packets are accessible on-line at: www.labormarketinfo.edd.ca.gov/cgi/databrowsing/?PageID=4&SUBID=135. If you have questions regarding tables or data in the packet, please contact Laura Coleman, Project Analyst, at (916) 262-2214.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.



CAREER COUNSELING

Making Career Choices, (Reproducible Activity Units), C.W. Publications (**J2324**)

Career Education and Training, (Reproducible Activity Units), C.W. Publications (**J2325**)

The Pathfinder, How to Choose or Change Your Career or a Lifetime of Satisfaction and Success, Fireside (**J2338**)

JOB SEARCH

Getting a Job, Interactive Workplace Skills Video, Educational Activities, Inc. (**J2323-AV**)

Jobs, Jobs, Jobs, (Reproducible Activity Units), C.W. Publications (**J2326**)

Resumes, Applications and Interviews, (Reproducible Activity Units), C.W. Publications (**J2327**)

JOB RETENTION

Keeping a Job, Interactive Workplace Skills Video, Educational Activities, Inc. (**J2222-AV**)

Job Survival and Success Scale, JIST Works, Inc. (**J2322**)

Succeed at Your Job, (Reproducible Activity Units), C.W. Publications (**J2328**)

Success at Work, (Reproducible Activity Units), C.W. Publications (**J2329**)

Succeed with Your Boss, (Reproducible Activity Units), C.W. Publications (**J2330**)

Succeed with Your Coworkers (Reproducible Activity Units), C.W. Publications (**J2331**)

First Day at Work, (Video) C.W. Publications (**J2333-AV**)

First-Job Survival Guide, How to Thrive and Advance in Your New Career, JIST Works, Inc. (**J2334**)

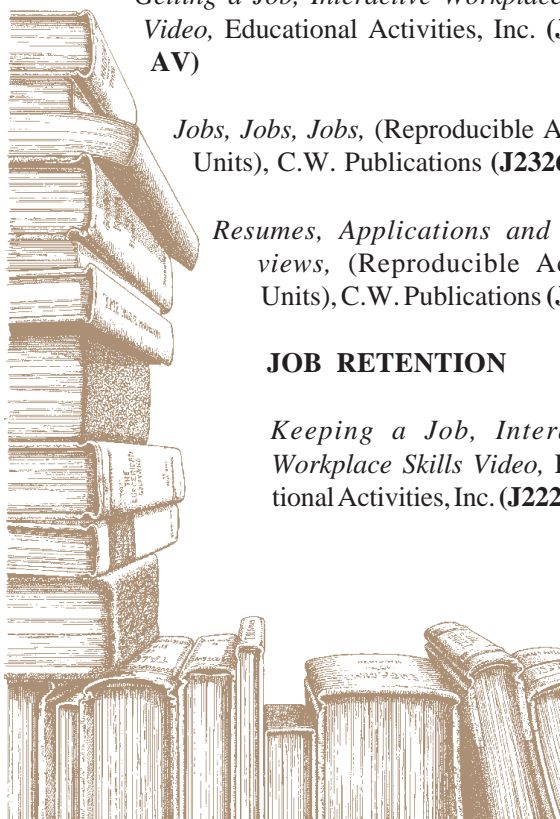
DIVERSITY

Pfeiffer's Classic Activities for Diversity Training, Pfeiffer (**J2335**)

TRAINING TECHNIQUES

Train-the-Trainer Facilitator's Guide, Jossey-Bass/Pfeiffer (**J2336**)

101 Ways to Make Training Active, Jossey-Bass/Pfeiffer (**J2337**)



INFORMATION EXCHANGE

April 2006

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5 Training for Trainers Workshop Sacramento- (916) 387-1564	6	7
10	11	12 CWA Spring Conference - One Hundred Pairs of Eyes: Beyond the Obvious San Diego- www.calworkforce.org	13	14
17	18	19 Making Common Sense of the Common Measures Sacramento- (916) 263-7955	20	21
24 Making Common Sense of the Common Measures Madera- Workshop is Full	25 Presentation Skills II Santa Fe Springs- (562) 946-2237 x255	26	27	28

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm



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THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

Information Exchange is published bi-monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - dcoad@edd.ca.gov; Internet site: www.trainingnetwork.org

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.